

# YONGE + ST. CLAIR

## Yonge + St. Clair Business Improvement Area [BIA] Economic Development Coordinators - (3 Positions)

**Application Deadline:** Friday, May 15, 2026 at 5:00 pm EST

**Wage:** \$20 per hour, Part-Time, 30 hours/week

**Terms:** 9 week temporary contract: June 1 - July 31, 2026

**Location:** Yonge + St Clair BIA Office, 1 St Clair Avenue West, Toronto

**Start Date:** June 1, 2026

### Eligibility

These positions are a part of the Canada Summer Jobs Program with funding provided by Service Canada. Candidates must be between 15 and 30 years of age at the start of employment (*June 1, 2026*). Candidates must also be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred for the duration of employment; and have a valid Social Insurance Number (SIN).

### About

The Yonge + St. Clair Business Improvement Area (BIA) was founded in 2018, and is one of Toronto's most dynamic business districts. Our organization exists to drive economic development, plan streetscape improvements, implement community initiatives, and to deliver signature events for the 450 businesses and 14,000 employees in the district. Our funding is received through a special levy on commercial real estate within our boundaries.

### Opportunity

Reporting and working closely with the senior management team, the Economic Development Coordinators will be responsible for the successful planning, organization, and implementation of targeted special projects.

The dedicated roles could be focused on providing key support for events and cultural programming including the planning of art installations, summer activations, tactical events, partnerships, strategic planning and foundational process documentation, and more. You may also support the execution of the digital marketing strategy through social media channels, blog posts, web updates, and newsletters.

### Responsibilities

Please note that 3 different roles specializations are defined below, serving as specialization areas for each of the individual Economic Development Coordinators.

#### Streetscape + Design Position:

- Under the direction of the Streetscape + Design Manager, support the delivery of key public realm and planning projects while liaising with board members, businesses, and the City.
- Conduct field audits of streetscape conditions and assets enhancing and expanding a strong foundational dataset (paving, lighting, seating, public art, greenery, etc.).
- Build upon an Existing Neighbourhood Map of Yonge + St. Clair:

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- Transition and refine the map into a GIS platform (e.g., ArcGIS), organizing layered data related to streetscape assets, public amenities, and land use.
- Ensure the interactive map is visually compelling using tools like Adobe Illustrator, Photoshop, and ArcGIS.
- Conduct spatial analysis to identify trends, gaps, and opportunities within the public realm to help inform BIA investments and priorities.
- Identify opportunities for public realm improvements including seating, greening, and artistic interventions, and assist in their conceptualization.
- Potential to turn the final map into a print piece, online tool, or public art feature.
- Create the BIA's first-ever Development Map:
  - Develop an interactive neighbourhood development map to be hosted on the BIA website, improving transparency and access to information on incoming and recently constructed local mid- to high- rise projects.
  - Research and test digital mapping platforms (e.g., Mapbox) to determine the most effective approach for web integration and user experience.
  - Assist in compiling and organizing development data including project status, timelines, and renderings for public-facing use.
- Assist in preparing public-facing materials (presentations, posters, and social media & website graphics) to share research outcomes and mapping outputs.
- Identify opportunities for public realm improvements including locations for seating, greening, and artistic interventions, and assist in their conceptualization.
- Post-secondary degree or working towards a degree in urban planning, urban design, architecture, graphic design, geography, GIS, environmental studies, or other relevant training.

## Marketing + Communications Position:

- Under the direction of the Executive Director and the Marketing Manager and consulting with the Events Manager, assist in preparation of scheduled internal and external marketing and communication items.
- Execute marketing social media content, including but not limited to recording original video content, vlog-style and voiceover content (i.e. Reels, TikTok style clips) aligned with ongoing content calendar
- Create on-brand, graphic design and marketing collateral as needed for various digital and print campaigns across the organization.
- Draft and publish timely and relevant website articles and content (*yongestclair.ca*)
- Regularly monitor and report on established KPIs, goals, and budgets related to assigned marketing content
- Stay informed and adhere to industry trends, best practices, and BIA regulatory requirements related to marketing, communications, and community engagement
- Engage in face-to-face business and community outreach relevant to the marketing content calendar.
- Attend and present on Committee meetings where required
- Attend and support BIA Events programs as needed
- Strong eye for design and proficiency in Adobe Creative Suite (Indesign, Photoshop) considered an asset
- Public speaking skills and comfort with a public, digital presence are considered an asset.
- Post-secondary degree or working towards a degree in communications, public relations, marketing, graphic design, or other relevant training.

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## Events Position:

- Under the direction of the Events Manager and consulting with the Marketing Manager, assist in the planning, coordination, and execution of marketing initiatives and events to promote the BIA's objectives and member businesses.
- Support the development and implementation of event strategies across various channels, including social media, print materials, and digital advertising.
- Aid in the creation of engaging content for promotional materials, such as event flyers, posters, social media posts, and website updates.
- Assist in coordinating outreach efforts to promote events and initiatives within the local community, BIA membership and target audiences.
- Support event management budgets by assisting with vendor communication, and financial tracking.
- Help monitor and analyze events performance metrics, such as engagement, reach, and conversion rates, and provide insights for optimization.
- Provide administrative support for event-related tasks, including scheduling meetings, maintaining databases, and responding to inquiries.
- Conduct research into successful event models, case studies, and local trends to help propose new event ideas
- Assist in the development of a comprehensive sponsorship deck to support partnership outreach for current and future BIA initiatives
- Assist with inventorying, organizing, and tracking current event equipment and supplies

## Qualifications and Key Competencies

- Strong computer skills; proficient in Google Suite apps, Microsoft, and Mailchimp.
- Social media including Facebook, LinkedIn, Instagram and TikTok.
- Willing to work on a flexible schedule including evenings and weekends as required for the completion of key project coordination goals.
- Able to prepare information for a diverse group of audiences, including general public, media, elected officials, government departments, business owners and senior corporate representatives.
- Provides a consistent and thorough approach to all organizational communications.
- Comfortable communicating in person and through documentation with all stakeholder groups, including business owners, tenant organizations, allied industry organizations, government departments, the media and the general public.

The Yonge + St Clair BIA is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds.

## Apply

Submit a cover letter and resume with the subject line “**Economic Development Coordinator, Position - Your Full Name**” to [info@yongestclair.ca](mailto:info@yongestclair.ca) no later than **5:00 pm EST** on **Friday, May 15, 2026**. For the Streetscape + Design position, and Marketing + Communications position please also include a compilation of past work.